



Downtown Center Business Improvement District

BOARD OF DIRECTORS MEETING

January 7, 2015

Board of Directors

Barry Altshuler, Alex Capriotti, Robert Cushman, Clare De Briere, Steve Hathaway, Richard Stockton, Sauli Danpour, Simon Ha, Peklar Pilavjian, Carol Schatz, Cari Wolk

Absent

Travis Addison, Eric Bender, Barbara Bundy, Jim Bonham, Richard Costanzo, David Damus, Robert Hanasab, K.C. Yasmer, Adele Yellin, Peter Zen

Staff

Jeff Chodorow, Nick Griffin, Suzanne Holley, Lena Mulhall, Ken Nakano, Elan Shore, Jessica Whaley

Guests

Michael Czarcinski (as alternate for Peter Zen)

CALL TO ORDER

Pilavjian called the meeting to order at 8:40 a.m. with a quorum.

APPROVAL OF MINUTES

A motion was raised by Danpour to approve the November 5, 2014 minutes as presented. Cushman seconded and motion was approved.

BOARD SLATE ELECTION FOR 2015

Holley advised that this meeting is the annual meeting to elect all directors and officers of the Board. Holley advised there are 23 positions and two are currently open. Pilavjian asked for a motion to vote in all current Board members and to accept Caverly's resignation on the Board. A motion was raised by Hathaway. Danpour seconded and motion was approved.

Chodorow reported:

Due to the holidays, the Finance Committee was unable to meet to review and approve October and November financials, however Chodorow reviewed with Danpour, the Finance Committee Chair.

October 2014 Financials –Year-to-date net change in assets remains favorable to budget due to higher than budgeted assessment revenues for the year, lower Public Safety costs due to permanent saves in personnel staffing and timing differences in Advertising expenses. Maintenance costs were higher due to actuals paid in October for prior months included costs for the service center relocation that were not reflected in the accruals.

November 2014 Financials–Year-to-date net change in assets is \$440K higher than budgeted. The largest variances are in Public Safety due to permanent saves in personnel staffing, and Marketing and Economic Development which are under budget due to timing.

Chodorow asked for a motion to approve the financials as presented. Cushman raised a motion to approve the Financials as presented. DeBriere seconded and motion was approved.

PRESIDENT'S REPORT

Carol Reported:

The Service Center had its open house on December 16 and Carol thanked the Board members who attended. Carol gave a special thanks to Steve Hathaway for his support in making this move possible.

Carol introduced Nick Griffin as the new Director of Economic Development who joined DCBID on January 1.

Carol, the Fashion District BID, and the Historic Core BID are meeting today with Chief Charlie Beck regarding recent crime and assaults on Downtown residents and BID personnel by the homeless, including a rape in a residential building. We will be asking how LAPD is dealing with encampments and homeless issues. We will also be discussing our concerns over the street vending ordinance. If this moves forward it will allow unlicensed street vending everywhere and will have a great impact on Downtown.

Carol asked the Board if there is anything they would like her to address with Chief Beck. De Briere asked for clarification on rise in assaults. Is it due to increase in number of transients or due to Prop 47? De Brieresuggested Carol ask Chief Beck to keep track to identify reason.

Hathaway would like to know if LAPD is still aggressively citing pedestrians for crossing during no crossing signal and if scramble sidewalks are being considered. Hathaway inquired on status of bike lanes. Carol replied that traffic is not moving due to the bike lanes and is a real problem, especially during rush hour. Hathaway offered to accompany Carol to meet with Chief Beck. Carol thanked him for offering but advised that no Board members from other BIDs would be attending.

Stockton asked what DCBIDs position is on street vending. Carol said DCBID opposes. De Briere advised that she and others have spoken about alternatives on managing this process should this ordinance pass. De Briere suggested that an option may be for property owners to purchase the seller permits in front of their property.

Carol has put some things in place to push this back. Carol said not to assume this will go through and feels that it will not pass. Carol advised that East LA Community Assoc. is behind/supporting this ordinance and she is scheduled to meet with this organization later in the month.

April 16th is DCBID's Annual Property Owner meeting at Athletic Club. She thanked Steve Hathaway for his continued generosity in hosting this each year.

Carol thanked Richard Stockton for offering the DCBID use of the OUE kiosk space as a visitor center for a nominal fee. This will allow the DCBID to showcase the BID as well as things to do Downtown, especially to visitors of the observation deck which is scheduled to open in May.

Carol is coordinating with Alex Capriotti to provide a tour of The Broad to DCBID and CCA Board members.

On the CCA side:

Legislative Update: City of Los Angeles Mayor's Minimum Wage Proposal – Mayor Eric Garcetti has announced his effort to increase the citywide minimum wage. This proposal would go through Council and would have a three year phase in that would ultimately take the current \$9.00 wage to approximately \$13.50 by 2017. The city's efforts to contract with a consulting firm have not yet occurred, even with push to get moving. Our goal is to get a longer phase in and accommodations for small businesses.

We are launching a creative tech tour at the end of February. We have commissioned Beacon Economics to conduct a study on the Downtown renaissance and CCA will pay for a portion of the cost.

Altshuler asked about an update on the Mayor's Earthquake Plan. Mayor Garcetti recently released his Plan to seismically retrofit vulnerable buildings. In Downtown, non-ductile reinforced concrete buildings (most concrete buildings built before the implementation of the 1976 code) are at higher risk of collapse, because some parts of the building such as columns and frame connectors are too brittle and break in strong shaking. The report recommends that building owners be required to submit to the City documentation establishing that an acceptable retrofit has already been conducted, or that a retrofit is required. It is further recommended that retrofitting be mandated within 25 years.

Carol has met privately with Ray Chan and asked for a list of buildings required to do this and when this plan will be approved. Clare suggested bringing in Nabih Youssef to advise on what's needed. Carol will arrange for Nabih to come in and speak to the Board at the March meeting. Carol also advised that there is a CCA committee meeting scheduled on January 21 that is going to address this and will ask CCA's John Howland to email the meeting notice and a link to the current write up on the Mayor's seismic plan.

Suzanne Reported:

- Lauren Mitchell had her baby on December 15. Both are doing well and Lauren is expected to return sometime in March.
- Resident mixer went very well. Approximately 85 residents attended.
- Along with Board confirmation each year, all members are required to complete the Verification and Code of Conduct forms. Suzanne asked all to complete and return to her.
- Homeless Position Update – Suzanne met with the Mayor and other service centers on determining skill set for this position. We are considering whether to put out an RFP to conduct search. Suzanne will keep the Board updated.
- LAHSA is holding its biannual homeless count on January 29 and DCBID will be the headquarters. This will be a great opportunity to do a count on all homeless.

Ken Reported:

Safety:

Problem Areas:

Protests:

The DCBID has been assisting with several protests that have been occurring throughout the district on an almost nightly basis. The Safety staff has been instrumental in cleansing the protest areas prior to the event occurring. This cleansing consists of looking for and clearing anything that can possibly be used as weapons, etc.

4th & Hill Street

There was an increase in the number of people loitering above the metro platform at 4th and Hill. Safety staff made contact with the Los Angeles County Sheriff's department and advised them of the increased activity. LASD has since focused more resources at the location which has assisted with this.

7th Street – Increased Charlie activity

Safety Officers have been focusing patrols along the 7th St. corridor. This is due to an increase in aggressive panhandling activity. We have also communicated this activity to LAPD Senior Lead Officer Lewis and Captain Oreb. This has resulted in an increased presence on the corridor.

Pilavjian asked if Nakano was hearing anything from LAPD on the politics on assaults on police officers. Nakano responded that he speaks with Capt. Oreb weekly regarding assaults and Oreb is trying to be aggressive as possible and has put officers in plain clothes to patrol. DeBriere inquired if the LAPD knows the reason for the increase in assaults. Is it simply due to an increase in transients who are more aggressive? Nakano advised that in speaking with Oreb the conversation was on Prop 47 being a factor in the increase. Stockton inquired about LAPD officers wearing body cameras. Cushman asked if this is something DCBID should implement with BID officers as a means to capture the assaults. Nakano replied that it hasn't been implemented by LAPD officially, but a number of officers are purchasing on their own. The Sr. Lead Officer has purchased and wears regularly. Nakano hasn't heard anything from UPS on their position on implementing for safety officers. They have explored using pepper spray as an option. Nakano will inquire with UPS and report back at next Board meeting.

	<u>November 2014</u>	<u>December 2014</u>
Calls For Service	3,095	6,045
Self Initiated Calls/Incidents	7,491	2,861
LAFD Assists	10	8
LAPD Assists	14	6
Misdemeanor Incidents	948	969
Felony Incidents	6	6
Quality of Life Incidents	2,556	1,976

Maintenance:

Tree trimming has been completed on the following streets:

Approximately 255 trees were cut during this time, planning for the next phase of trees will begin in Q1 of 2015.

- Figueroa from Diamond Place to 9th St.
- Olive St. from 1st to Olympic
- 5th St. from Hill to Figueroa
- 8th St. from Hill to Figueroa
- Wilshire Blvd. from Grand to the 110 Fwy

Solar Belly trash cans were installed throughout 7th St. between Figueroa and Hill St. The DCBID has already received several compliments on the cans. The goal is to continue installation throughout the district.

BID ACTION:

Our outreach team continues to do two monthly homeless counts as directed. The following information was gathered.

November	December – Only one count due to holidays
11-10 116	12-15 145
11-24 164	

Suzanne Presented Marketing Report:

Marketing Campaigns

We are wrapping up our Holiday Campaign promoting 50+ stores/boutiques and the festive holiday events in and around Downtown LA from November 24 through December 31. To date, the Holiday Program has generated more than 400 new website subscribers via a 'Staycation Giveaway' program sponsored by the Omni Hotel, Noe Restaurant, and Border Grill.

For the first time, we partnered with one of our participating radio stations on an Instagram Contest and generated an amazing 1,500 likes and more than 500 views for each participating business.

Creative/Tech Tenant Outreach

Together with the CCA, we have formed a Creative/Tech Business Development Outreach Committee and Program to attract the burgeoning creative/tech/media type tenants to Downtown LA. Program includes office space tours led by the BID, highlighting existing creative/progressive office environments in downtown. Also included is a new CTO Brochure and Video to be utilized by the BID, Brokers and property owners. Program is expected to launch in the first quarter of 2015.

Website

We have been posting new businesses, upcoming events, the recently published Q3 Market Report and other promotions to DowntownLA.com.

We hired local Downtown marketing and website firm We Are Giants to redesign our website, DowntownLA.com, and are currently nearing final review and testing stages. The new site is currently scheduled to launch in mid/late January.

PR

Our PR agency, Macy + Associates, worked with Carol on securing a cover story for the Los Angeles Business Journal Book of Lists 2014, the publication's popular annual business resource guide. Story to cover Carol's history in Downtown Los Angeles. The Agency also drafted and disseminated the Q3 Market Report Press Release in mid-November to targeted media outlets to utilize as an information and data resource in future story development.

Downtown Guides Program

The Downtown Guides were active in their outreach to businesses, residents, and visitors in the Downtown Center. The team provided support for the monthly DCBID Housing Tour and an employee benefit fair. The rotating schedule for the kiosk targets the most popular intersections in Downtown for pedestrians. The Welcome Map and Bags continue to be in high demand.

eNewsletter

The DCBID's monthly e-newsletters were sent to over 35,000 current subscribers. They highlighted new business openings, Downtown events, and special offers to our subscribers.

Property Owner Quarterly Newsletter

Macy + Associates assisted with the copywriting and production of the Q4 Newsletter and is currently managing its assembly and distribution. The Newsletter is scheduled to arrive at property owners the second week in January (week of 1/12).

Marketing Roundtable

The Marketing Roundtable continues to be a popular meeting. Over 80 businesses attended the November meetings. We hosted our perpetually well-attended annual holiday party at City Tavern on Monday, December 15th.

Annual Report

We have just initiated work on the 2014 Annual Report, selecting a theme and cover design and establishing a production timeline for the report that will publish in April 2015.

Jessica Reported:

Housing tours are booked through March. Another tour is scheduled for Saturday.
Q3 report was completed in December. A copy of the report was given to the Board.
Hanover Southpark, a new residential property is open and leasing units.

PROPERTYOWNEROR PUBLIC COMMENT: Pilavjian asked the Board for their thoughts on 8:30 a.m. start time. The Board gave mixed reviews. Pilavjian suggested we continue with new time for now and reevaluate at a later date.

OLD BUSINESS: None

NEW BUSINESS: None

ADJOURNMENT: The next meeting is scheduled for March 4, 2015. The meeting was adjourned.